

Charles County Government County Administrator Standard Operating Procedure

Title:	Media Services Division Guidelines	SOP #: CAP.CAD.02.002
Department:	Office of the County Administrator	Effective Date: 1/9/2018
Division:	Media Services	Last Review Date: 5/7/2019
Purpose:	<p>The Media Services Division is responsible for effectively communicating and promoting government policies, programs, services, and events to the public. The purpose of the Media Services Division Guidelines standard operating procedure is to:</p> <ul style="list-style-type: none"> • Set forth protocol for how the Media Services Division conducts outreach and discloses information to the public, and for requesting CCGTV coverage. • Identify authorized Charles County Government spokespersons. • Ensure information provided to the public is accurate, understandable, and timely. • Outline the scope of graphic design and print liaison services. • Identify coverage types for video production and photography. 	
References:	<p>CAP.CAD.02.001 Social Media Use DP.CAD.02.003 Media Team Event Coverage Charles County Emergency Operations Plan Charles County Government Style Guide</p>	
Attachments:	n/a	
	<p>This procedure replaces the following SOP:</p> <ul style="list-style-type: none"> • CC.1.002 Public Information Office • CAD.1.021 CCGTV Operating Guidelines • CC.1.007 Guidelines for Media Promotions Projects • Requesting Channel 95 Services • Enhanced Public Outreach Strategy • Public Information Office Photo/Videotaping Program and Protocol 	

Procedure:

Media Services Division projects are tracked and documented using the Media Requests Tracking system. Requests for Media Services Division projects and support are initiated using the Media Request Tracking System. Media requests must be approved by an authorized approver in the Media Request Tracking system prior to work starting.

PUBLIC INFORMATION

1.0 Authorized Spokespersons

- 1.1 The Commissioners are official spokespersons on policy and legislation for Charles County Government.

- 1.2 The County Administrator and the Deputy County Administrator are official spokespersons for County Government-related topics, including administrative and personnel items.
- 1.3 Public Information Office (PIO) staff is authorized to speak to the media on behalf of Charles County Government. The PIO will work with the County Attorney's Office (CAO), as needed, to determine whether certain information may be legally disclosed.
- 1.4 Department directors are considered subject matter experts in their respective fields. A department director (or designee) may serve as a spokesperson for County Government-related topics with prior approval from the County Administrator.
- 1.5 County employees, with prior approval by a department director, are authorized to provide factual information to news media during County Government-sponsored events. Information shared with media should be reported to the department director and the PIO the next business day.
- 1.6 With consent of the director of the Department of Emergency Services and the county Public Information Officer, Emergency Services public information personnel are authorized spokespersons in emergency situations. (Ref: Charles County Emergency Operations Plan)

2.0 Media Inquiries and Interviews

- 2.1 County Government employees and Commissioner-appointed board, committee, or commission members should direct all news media inquiries and interview requests to the PIO. The PIO will:
 - 2.1.1 Contact the reporter to request questions and deadline and determine if the information requested is on the record, on background, off the record, or no comment based on the strategic review of the inquiry.
 - 2.1.2 Notify/share the inquiry or interview request and deadline to the appropriate department director(s), Deputy County Administrator, and County Administrator.
 - 2.1.3 Work with staff to craft the response and/or prepare for the interview.
 - 2.1.4 Schedule the interview and email interview information to County Commissioners.
 - 2.1.5 Facilitate the interview (in-person or via conference call).
- 2.2 When reporters request information, the PIO will communicate deadline(s) to staff. It is important for staff to respond in a timely manner to media inquiry emails from the PIO.

3.0 News Releases

- 3.1 The PIO or his/her designee issues all Charles County Government news releases.

- 3.2 The PIO or his/her designee maintains contact lists for local, regional, and national news outlets.
- 3.3 The Media Services Division will be notified of confidential information needed to draft news releases.
- 3.4 The PIO reserves the right to edit news releases for clarity, grammar, and adherence to established county style guidelines (Ref: Charles County Government Style Guide).
- 3.5 News release requests from individual Commissioners will be handled as follows:
 - 3.5.1 Commissioners' Office administrative staff will submit a media request for all news releases requested by an individual Commissioner.
 - 3.5.2 The PIO will email the news release proof and approval deadline to the requesting Commissioner with a carbon copy to the administrative staff, remaining Commissioners, Deputy County Administrator, and County Administrator.
- 3.6 Commissioner quotes will be listed in news releases in the following order: Commissioner President; Commissioner Vice President; and remaining Commissioners in district order.
- 3.7 When a news release is issued for an event or activity specific to a Commissioner initiative, that Commissioner will be invited to include a quote.

4.0 Website Maintenance

- 4.1 The PIO provides oversight for the Charles County Government online calendar and "Quick Links" web page.
- 4.2 Department representatives and staff liaisons for Commissioner-appointed boards, committees, and commissions are required to ensure the online calendar has the latest up-to-date information.

5.0 Social Media

- 5.1 The PIO provides oversight of Charles County Government's social media outreach.
- 5.2 The PIO leads a cross-departmental Social Media Work Group.
- 5.3 Requests for new social media platforms must be submitted as per CAP.CAD.02.001 Social Media Use policy.

6.0 Crisis Communications

- 6.1 The PIO is responsible for crisis communication outreach during an emergency on behalf of Charles County Government.
- 6.2 In the event of a crisis/emergency, the Charles County Emergency Operations Plan will supersede this SOP.

GRAPHIC DESIGN AND PRINT SERVICES

7.0 Project Requests

- 7.1 Design projects are limited to County Government county wide publications with the approval of the County Administrator or designee.
- 7.2 The Media Specialist acts as the liaison or designer for production of countywide publications, and marketing materials, including newsletters, brochures, flyers, programs, announcements, reports, posters, and displays, and other items.
- 7.3 Budget general ledger account numbers are required for items requiring contractual design and printing. The department submitting the media request is responsible for payment of billable items.
- 7.4 Project text (if applicable) must be submitted typed, proofed, and ready for use. Text should be submitted as an attachment to the media request. Email is acceptable for large files.
- 7.5 The Graphic Design Office will act as the print liaison for all outside print services. This may include determining the type of printing, developing specifications, requesting quotations, sending materials to the vendor, reviewing proofs, and tracking the delivery of products. All projects requiring an outside print vendor must be submitted as a media request.

8.0 Exclusions

- 8.1 The Graphic Design Office is not responsible for preparing standard items such as fliers; manuals and textbooks; or projects requiring only photocopies. Templates for self-design items are available on the Intranet (ICG).

CHARLES COUNTY GOVERNMENT TELEVISION (CCGTV)

9.0 Coverage Requests

- 9.1 Requests for CCGTV coverage should fall into one of the following categories (Ref: DP.CAD.02.003 Media Team Event Coverage):
 - 9.1.1 Charles County Commissioners meeting or event
 - 9.1.2 Commissioner-appointed Board, Committee, or Commission meeting or event

- 9.1.3 CCG departmental project (e.g., program meeting, seminar, or training)
- 9.1.4 Affiliated agency program or event
- 9.2 CCGTV coverage requests should have a purpose to the outcome, meaning it has substance through action, voting, briefing, education, or hosting.
- 9.3 CCGTV does not cover 'informal' meetings or events.

10.0 Live Broadcasts

- 10.1 Priority assignments include live broadcast of Board of Charles County Commissioners, Planning Commission, Board of Appeals, Board of Fire and Rescue, and Board of License Commissioners (Liquor Board) meetings.
- 10.2 Due to technical requirements, live broadcasts are available only in locations designated by CCGTV.

11.0 Requests for Video/Audio

- 11.1 CCGTV maintains an online library of meetings and original programs. The public may request DVD or electronic copies of recorded meetings, including audio-only, for a fee by submitting a request on the county website. Staff may obtain DVD copies at no charge by submitting a media request.
- 11.2 The Digital Librarian will provide DVD copies within 10 business days. Requested DVDs can be picked up at the Charles County Government Building, or by mail, if requested. Payment is made directly to the Treasurer's Office.

12.0 Equipment

- 12.1 CCGTV equipment and studio areas are the property of Charles County Government. Equipment and studio areas are not available for rent or use by county departments or agencies outside of the Media Services Division.

PHOTOGRAPHY SERVICES

13.0 Official Portraits

- 13.1 Photography coverage for Charles County Government will be provided as outlined in DP.CAD.02.003 Media Services Event Coverage.
- 13.2 Media Services sets and maintains guidelines for official county portraits. Portraits of County Commissioners, County Administrator, Deputy County Administrator, department directors, and division chiefs will be provided. Portrait retakes will be scheduled on an as-needed basis, no more than once every year.

13.3 Media Services will maintain an archive of Commissioners' and staff individual portraits, as well as the Board of Commissioners group photograph, which are for official use only (not for campaign purposes).

14.0 Exceptions

14.1 Any and all exceptions to this procedure must be approved in advance by the County Administrator.

Authorized:		Date: 5/7/2019
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Revision Dates:	4/19/2018			